



## PEDESTRIAN, BICYCLE AND TRAFFIC SAFETY ADVISORY COMMITTEE

January 2, 2013

The Honorable Isiah Leggett  
County Executive  
Executive Office Building (EOB)  
101 Monroe Street, 2nd Floor  
Rockville, MD 20850

Dear County Executive Leggett:

Erwin Mack  
*Chair*  
Colleen Mitchell  
*Vice Chair*

Thank you for your continued leadership and support of pedestrian, bicycle and traffic safety. As you are aware, we share your commitment to improve pedestrian safety and accessibility for everyone and remain dedicated to assisting you achieve your goal of making Montgomery County a model walkable community.

David Anspacher  
Ramin Assa  
Thomas Didone  
Darrel Droblich  
Valerie Ervin  
Steve Friedman  
Angel Garcia-Ablanque  
John Hall  
Arthur Holmes, Jr.  
Alan Migdall  
Peter Moe  
Alyce Ortuzar  
Reemberto Rodriguez  
David Sharp  
Jack Strausman

With these shared goals in mind, we write to inform you that at its November 1, 2012 meeting, members of the Pedestrian, Bicycle, and Traffic Safety Advisory Committee overwhelming voted to support the following resolution:

**PBTSAC recommends to the County Executive that funding be increased for pedestrian education and bicycle programs without negatively impacting other pedestrian safety programs.**

The Committee took this action for several reasons. Since 2008, the County has witnessed a successful decrease in pedestrian fatalities, partially as a result of your Pedestrian Safety Initiative and the work of many departments and community partners. These are significant achievements and should be recognized. However, in order to build off of this progress, the Committee believes that we must continue to strive for innovation and creativity in developing new education and outreach initiatives aimed at maximizing community engagement in conjunction with enforcement and engineering programs.

In 2011 and 2012, the Montgomery County Department of Transportation (MCDOT) undertook several new initiatives in cooperation with the Montgomery County Police Department (MCPD), local schools and community partners. The Committee is pleased with the progress of these new initiatives and believes that they merit additional financial and staff support to increase their effectiveness and reach throughout the County. These new efforts include:

- A pedestrian safety campaign called “See Them See You” focuses attention on one of the most important factors in reducing crashes – visibility – by featuring ads that show the eyes of two County students with the slogan, “Hey You, I’m Looking at You.” DOT is currently working to add “Bright Eyes” posters on Ride On buses and coordinating with the Montgomery County Police Department through their “Shop with a Cop” initiative. These

### Department of Transportation

initiatives are partly the result of efforts at Montgomery Blair High School, whose students made significant contributions to better educate their peers about pedestrian safety.

- Innovative education strategies in high incidence areas (HIA) have included pedestrian surveys, bilingual safety promotion teams, new curb markings, and a presence at special community events and festivals. These new strategies have been held in coordination with targeted enforcement campaigns aimed at both pedestrians and drivers by the MCPD.

With few financial resources devoted to them, these new efforts have shown tremendous results. They have received substantial earned media—extending the reach and impact of the safety messages. They have also garnered substantial community interest and support, and preliminary survey data and information from the MCPD shows that they have had a significant impact in reducing illegal crossings and other unsafe behaviors. MCDOT staff and MCPD officers that have been involved with the development of these programs, and the many volunteers and community members that have been involved in implementation, are to be commended.

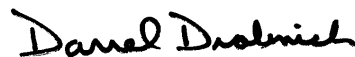
Good work has assuredly been done, but more is required from all of us. The Committee believes that Montgomery County needs to continue to invest in new educational initiatives in order to avoid future tragic deaths, like that of Seneca Valley High School student, Christina Morris-Ward, in October. Our goal must be to strive for zero pedestrian deaths annually. As such, we seriously urge that additional funding be budgeted to expand these programs to additional schools, work places and communities while sustaining efforts in HIAs throughout the County.

Thank you again for your continued leadership and support in making Montgomery County a safe and prosperous community for all who live, work or travel through it.

Respectfully,



Erwin Mack, Chair  
Pedestrian, Bicycle, and Traffic Safety  
Advisory Committee



Darrel Droblich  
Member

CC: Arthur Holmes, MCDOT  
Councilmember Nancy Navarro